

## How can we cope with rising energy costs while reducing our carbon footprint?

### Panasonic explains how we can lower energy heating bills with reliable, efficient, and affordable alternatives to gas-fuelled boilers.

**Berlin, Germany, 2022/08/31** – Rising fossil fuel costs have brought the focus to energy security and resilience, leading to greater awareness, and understanding of where our fuel and energy originates from.

At the prominent international event in Berlin, IFA 2022, Panasonic showcases its sustainable solutions and commitment to helping consumers tackle their climbing energy bills and access sustainable, secure, and reliable systems to heat and cool their homes.

#### Tackling the energy crisis

With almost 80% of domestic energy used for heating and hot water production, there is a pressing need to reduce demand and electrify and decarbonise heating systems. Efficient heat pumps are fast becoming the preferred heating technology for the residential sector, whether for privately-owned, social housing or local authority properties – especially when looking at the new build sector.

Of course, it is not just down to private companies to drive such change, but it also needs government initiatives to support consumer and business decisions towards more electrification of their heating, cooling and ventilation systems. Managing Director of Panasonic HVACEU, Enrique Vilamitjana, comments:

*“Launched in May 2022, the European Commission’s REPowerEU Plan aims to reduce reliance on fossil fuels and make the EU member states more self-sufficient and energy resilient. It is also a key element of policy at a time when many consumers are struggling with the impact of the rising cost of energy. We welcome the aims of the REPowerEU Plan. We see it as crucial to speed up the sustainable energy transition, especially through electrification. By building on existing initiatives, like the European Green Deal and the ‘Fit for 55’ climate package, such a transition not only helps individual households and businesses while also – when powered by green energy – drastically reduces carbon emissions but it also boost the EU economy and industry. This is a win-win-win situation.”*

## Why air source heat pumps?

Panasonic's development of the Aquarea air-source heat pumps is a clear example of how the heating and cooling industry is evolving and setting new trends and standards to help combat climate change while dealing with increasingly volatile energy prices. An air-source heat pump is a practical solution to increase energy efficiency and reduce overall energy bills compared to fossil fuel alternatives when natural gas prices skyrocket.

Air-source heat pumps currently available on the market are exceptionally reliable, and energy-efficient compared to gas-fired boilers or electric heaters. They provide the perfect opportunity to lower a large portion of carbon emissions that our homes produce. When heat pumps are operated using only green electricity, the annual CO2 emissions drop a further 96% compared to natural gas heating<sup>1</sup>.

With Governments across Europe announcing new regulations to help reach net zero targets by 2050, housing providers and developers need to ensure they are fully compliant and ready to switch to more renewable heating systems for their new and retrofit buildings.

## Working to improve efficiency and deliver for consumers

Panasonic's Aquarea range of air to water heat pump solutions uses only a small amount of electricity to use energy from the surrounding air to heat water to warm our homes and provide domestic hot water. The performance of a heat pump is often shown as the COP or Coefficient of Performance. This relates to the amount of energy that is used by the unit to create heat energy. For every 1kW of energy used, the latest and most efficient Aquarea heat pumps generate around 4-5kW of heat energy, giving a COP of 4-5 for new constructions, and 3 for refurbishment, depending on the specific unit chosen. Compared to gas boilers with a typical conversion rate of less than 1 (using 1 kW of energy to create 1kW of heat), air source heat pumps are extremely efficient. These heat pumps also work very well even when the outdoor temperature is very low. For example, the new Aquarea J Generation works very well even in extreme conditions with temperatures as low as -20°C.

Remote monitoring and controls called "Aquarea Smart Cloud" (homeowner app) and "Aquarea Service Cloud" (installer app) help to further improve energy efficiency for space heating and domestic hot water.

## Conclusion

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<sup>1</sup> As calculated using [https://uba.co2-rechner.de/de\\_DE/living-hs#panel-calc](https://uba.co2-rechner.de/de_DE/living-hs#panel-calc)

Since its founding, Panasonic has been committed to contributing to the development of society as its management philosophy. In the early 1990s, work on pollution countermeasures began, and in 1991 the Environmental Charter was formulated, addressing environmental issues globally as a public entity of society. Now the company aims to help the European housing sector meet its low carbon targets by supporting and advising social housing providers and developers.

Retrofitting our homes to replace technologies from traditional systems powered by Mains Gas, Oil or LPG to an Air Source Heat Pump delivers significant benefits, helping consumers save money and improve their homes – at the same time, Panasonic is helping the heating sector to decarbonise and meet the important net-zero targets.

## About the Panasonic Group

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A global leader in developing innovative technologies and solutions for wide-ranging applications in the consumer electronics, housing, automotive, industry, communications, and energy sectors worldwide, the Panasonic Group switched to an operating company system on April 1, 2022 with Panasonic Holdings Corporation serving as a holding company and eight companies positioned under its umbrella. Founded in 1918, the Group is committed to enhancing the well-being of people and society and conducts its businesses based on founding principles applied to generate new value and offer sustainable solutions for today's world. The Group reported consolidated net sales of Euro 56.40 billion (7,388.8 billion yen) for the year ended March 31, 2022. Devoted to improving the well-being of people, the Panasonic Group is united in providing superior products and services to help you Live Your Best.

To learn more about the Panasonic Group, please visit:

<https://holdings.panasonic/global/>

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